

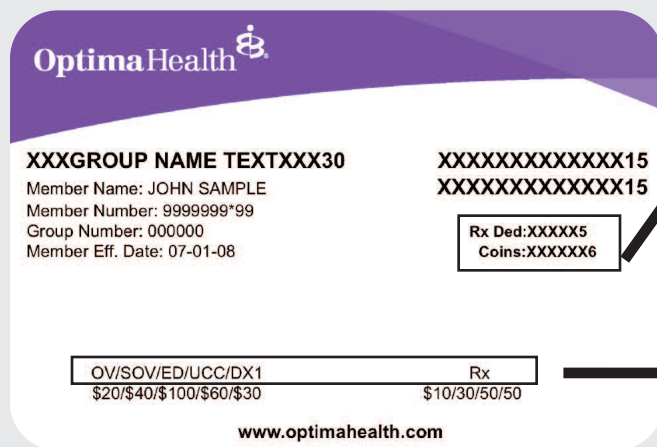
Optima Fast Facts

An update for Optima Health broker partners

Optima Health Unveils New Member ID Cards!

To ensure a much more efficient design and production process and provide more flexibility to the Plan, Optima Health has selected Health Logix as our new ID card vendor. Effective July 1, 2008, on a roll-in basis, members will begin receiving newly redesigned ID cards which feature an easier-to-read format.

If you have questions regarding the new ID cards, please contact your Account Executive.



RX Ded -- Pharmacy Annual Deductible, if applicable
Coins -- Co-Insurance, if applicable.

OV -- PCP Office Visit Copay
SOV -- Specialist Office Visit Copay
ED -- Emergency Department Copay
UCC -- Urgent Care Center Copay
DX1 -- Radiological and diagnostic tests performed outside the physician's office, excluding lab work
RX -- Pharmacy Copay

Product Name Changes

As a reminder, the following name changes will be effective July 1st, 2008. The plans associated with these updates will not change.

Optima Direct HMO	➔	Optima Vantage
Optima Premier PPO	➔	Optima Plus
Optima HSA Eligible PPO	➔	Optima Equity
Optima FourSight	➔	Optima FourSight

Please contact your Account Executive with any questions.

Questions about Optima Fast Facts?
Call 757-687-6030

We welcome any questions you may have about items in this update.

WWW.OPTIMAHEALTH.COM

Pharmacy Changes

for plans with pharmacy benefits administered by Optima Health

The purpose of the following is to communicate pharmacy changes effective July 1, 2008:

Drug Name	Purpose	Change Effective 7/1/08	Generic Alternative	Tier 2 Alternatives
ACTHar Gel	Adrenocortical Steroid	Approved for use in Infantile Spasms- Requires Prior Authorization for <u>new</u> prescriptions effective 7/1/08.	None	None
Antabuse	Used for treatment of alcoholism	Quantity limits removed.	None	None
Diovan Diovan HCT	Antihypertensive	Tier Changes - For <u>new</u> prescriptions effective 7/1/08. <i>Commercial-</i> Moving to Tier 3; <u>adding</u> a step edit. Requires the trial and failure of Cozaar or Hyzaar. <i>Generics Plus-</i> change to Non-Formulary <i>Medicaid-</i> change to Non Formulary <i>Medicare-</i> no change	multiple ACE inhibitors (lisinopril, enalapril, ramipril, etc.)	Cozaar Hyzaar
Humira	Immunomodulator - for RA, Crohns, Psoriatic Arthritis, Ankylosing Spondylitis	New FDA approved diagnosis of Moderate-to-Severe Plaque Psoriasis. New diagnosis added to current Prior Authorization form.	None	None
Intelence	Treatment of HIV	New Medication <i>Commercial-</i> Tier 2 <i>Generics Plus-</i> Tier 3 <i>Medicaid-</i> Formulary <i>Medicare-</i> Tier 2	None	Rescriptor Sustiva Viramune
Isentress	Treatment of HIV	New Medication <i>Commercial-</i> Tier 2 <i>Generics Plus-</i> Tier 3 <i>Medicaid-</i> Formulary <i>Medicare-</i> Tier 2	None	None
Kuvan	Treatment of PKU	New Medication <i>Commercial-</i> Tier 4 <i>Generics Plus-</i> Non Formulary <i>Medicaid-</i> Non Formulary <i>Medicare-</i> Tier 2	None	None
Letairis	Pulmonary Arterial Hypertension	New Medication- <i>Commercial-</i> Tier 2 <i>Generics Plus-</i> Tier 3 <i>Medicaid-</i> Formulary <i>Medicare-</i> Tier 2	None	Tracleer
Moxatag	Antibiotic	New Medication <i>Commercial-</i> Tier 4 <i>Generics Plus -</i> Non Formulary <i>Medicaid -</i> Non Formulary <i>Medicare-</i> Non Formulary	Amoxicillin	N/A
Perforomist Nebulized Solution	Long acting bronchodilator	New Medication <i>Commercial-</i> Tier 4 <i>Generics Plus -</i> Non Formulary <i>Medicaid -</i> Non Formulary <i>Medicare-</i> Tier 3 w/ a step edit	None	Foradil Inhaler Serevent Diskus
Tekturma HCT	Antihypertensive	New Medication <i>Commercia -</i> Tier 3 w/ a step edit <i>Generics Plus-</i> Non Formulary <i>Medicaid-</i> Non Formulary <i>Medicare-</i> Tier 3	multiple ACE inhibitors (lisinopril, enalapril, ramipril, etc.)	Cozaar Hyzaar

Pharmacy changes continued

Drug Name	Purpose	Change Effective 7/1/08	Generic Alternative	Tier 2 Alternatives
Temazepam Triazolam Flurazepam	Sedative / Hypnotic	Apply quantity limit of one (1) per day. This change is effective for <u>all</u> prescriptions filled after 7/1/08.	all affected medications are tier 1 generics	N/A
Changes for drugs under the Medical benefit				
Lucentis	Intravitreal injection for macular degeneration	Medical Benefit - Added Prior Authorization requirement	None	None
Macugen	Intravitreal injection for macular degeneration	Medical Benefit - Added Prior Authorization requirement	None	None
Reclast(IV)	Osteoporosis Paget Disease	New Medication Medical Benefit - Added Prior Authorization requirement	Fosamax (oral) alendronate (tier 1)	None

*For Groups without a Four-Tier pharmacy plan, drugs listed as moving to tier 4 will remain at tier 3.

If you have questions regarding these changes, please contact your Account Executive.

Digitek Recall

Actavis Totowa announced its Class I nationwide recall of Digitek® (digoxin) from the market. This recall is due to the possibility that the tablets are double the appropriate thickness and may have twice the amount of drug. The FDA supports the company's decision to recall the product. Toxicity may occur, especially in patients with renal failure. There have been reports of adverse events due to this problem. More information about this recall may be found at www.actavis.us or www.fda.gov/oc/po/firmrecalls/actavis04_08.html.

Optima Health is sending letters to members with Digitek® prescriptions encouraging them to contact their physicians.

If you have any questions, please contact Deno E. Sebastian, R.Ph., M.S.A., Director of Pharmacy at 757-552-7183.

CVS/Caremark Specialty Pharmacy

In 2007, Pharmicare (CVS) merged with Caremark to form CVS/Caremark and plans to reorganize the new company began.

As part of the change, Pharmicare Specialty Pharmacy, while still providing excellent service and care, has changed its name to CVS/Caremark Specialty Pharmacy.



Contact your Account Executive if you have questions regarding this change.

OPTIMA HEALTH AND THE SENTINEL GROUP TEAM UP TO FIGHT FRAUD

The Sentinel Group is a recognized leader, successfully fighting healthcare fraud and abuse for more than 16 years. Beginning Monday, June 16th, Optima Health will be working with the Sentinel group to review claims in order to reduce or eliminate billing irregularities.

Sentinel will review claims on a pre-payment basis. If an investigation is warranted, Optima Health will deny the claim to the provider for additional information to support the charges billed. This process has been shown to impact less than 2% of all claims submitted to Optima Health. If claims for a member fall under review by the Sentinel Group, the member may receive a questionnaire to ensure that we have all the information to conduct a thorough and complete review.

Please contact your Account Executive if you have questions about this process.

SENTARA BEHAVIORAL HEALTH BECOMES OPTIMA BEHAVIORAL HEALTH

Sentara Behavioral Health Services (SBHS) has been part of the Optima Health family since 1989. Recently, efforts have been underway to fully integrate SBHS within Optima Health to ensure peak efficiency.

The final phase of this integration occurred in May 2008 and is reflected in the name change to Optima Behavioral Health (OBH). In addition, the Sentara Employee Assistance Program (EAP) will change to Optima EAP by the end of June 2008.

For more information, please visit www.optimabehavioralhealth.com.



Can I really afford my own health plan?

BELIEVE IT VIRGINIA

INTRODUCING individual and family health plans—new from Optima Health.
Even if you don't have group benefits, you can still get the comprehensive medical coverage you need. [Get a free quote at OptimaHealth.com/Believe.](http://OptimaHealth.com/Believe)

Optima Health 
NEW Individual and Family Health Plans

Optima Health is the trade name of Optima Health Insurance Company.

Making It Easier. Making It Better.

We want you to know that we are striving everyday to make our health plan even better and build our reputation as easy to do business with. Here is the latest way we are “*Making It Easier. Making It Better.*”

Keep visiting www.optimahealth.com for the latest additions to the “*Making It Easier. Making It Better.*” section!



Individual & Family Health Plans - Producer Link Now Available!

We can now link your Web site to Optima Health’s Individual & Family Health Plan Web site. Once linked, anyone can visit your Web site. Click on the Optima Health logo and you will be directed to the Optima Health Individual & Family Health Plan Web site. Your clients or prospects can instantly go from quote to application without you having to start an application. Your broker information is automatically populated, you receive all case updates and receive full commission and the process to set up the link is quick and easy.



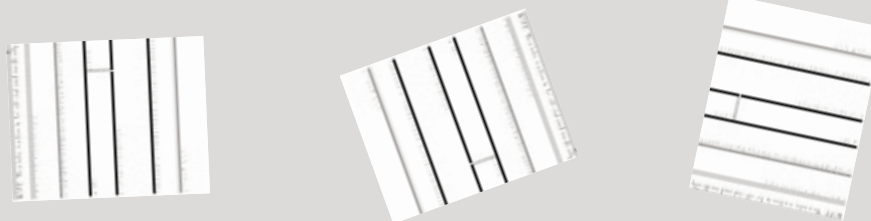
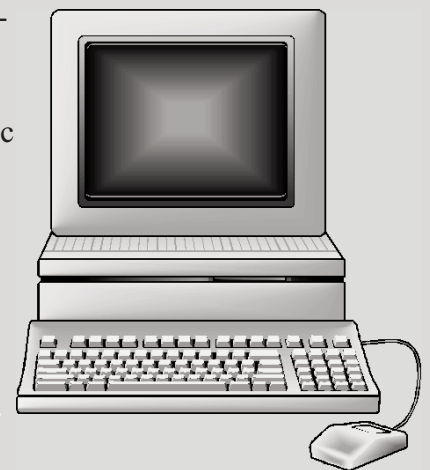
If you have not received a letter detailing the process, please contact Shanel Person at 757-552-7557 or slperson@sentara.com

Thank you for your support!

INTERIM PAPER APPLICATION PROCESS FOR BROKERS

Over the past few months, we have received feedback regarding paper applications for the new Individual and Family Health Plans. In support of our commitment to *Making It Easier. Making It Better.*, we are developing a paper application process within our online tool to compliment our electronic application. This new option will be available soon.

For information regarding the interim paper application process or the Individual and Family Health Plans, please contact, David Hart, Individual and Family Health Plans Sales Manager at 757-552-7368 or dwhart@sentara.com



Associations Update

Effective June 1, 2008, the Port Warwick Merchants Association joined the Association program through Optima Health.

Other recent additions to the Association program include: Professional Family Childcare & Early Education Association, Greater Hampton Roads Black Chamber of Commerce and Virginia Community Action Partnership.

Groups with 2 -99 employees that are dues paying members qualify for the value added benefits upon their effective date or their renewal date with Optima Health.

If you have any questions regarding the Optima Health Association Program, please call Suzanne Stewart, Associations Senior Account Executive, at 804-510-7433.

Facility News

Construction Begins on Sentara Princess Anne Hospital

The proposed five-story, 120-bed acute care hospital to be located on the Sentara Princess Anne health campus at 2000 Glenn Mitchell Drive is anticipated to open in 2010. The new hospital represents the culmination of more than 20 years of planning and an investment of approximately \$145 million in the structure and equipment to bring a hospital to southern Virginia Beach communities.

When its doors open, this 330,400 square foot hospital will complement the convenient outpatient services already being provided at Sentara Princess Anne. The hospital will offer comprehensive surgical procedures, intensive care, advanced cardiac care, and a dedicated family maternity center.

Check www.sentara.com regularly for updates!

Richmond/Peninsula Updates

Sentara Williamsburg Regional Medical Center Receives Award for Green Practices

Sentara Williamsburg Regional Medical Center was recently presented with a "Partner Recognition Award" at the 2008 Practice Greenhealth Environmental Excellence Awards held last month in Pittsburgh, Pennsylvania.

The Practice Greenhealth Environmental Excellence Awards celebrate the achievements and commitment of health care's environmental champions. The awards give special recognition to facilities whose efforts are aimed at eliminating mercury, preventing pollution and minimizing waste.

Sentara Williamsburg Regional Medical Center was also awarded with the 2007 Peninsula Clean Business Award from the York County Chamber of Commerce.